

Ideation Phase Empathize & Discover

Date	16 AUGUST 2025
Team ID	NM2025TMID12700
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	4 Marks

Empathy Map Canvas:

- **Says:** “I wish our systems were faster and more reliable for managing student and IT services.”
- **Thinks:** “There has to be a better way to track requests and reduce manual follow-ups.”
- **Does:** Logs complaints manually, checks multiple platforms, follows up via email or phone.
- **Feels:** Frustrated, ignored, and overwhelmed due to delays and lack of visibility.
- **Needs:** A centralized, automated solution that simplifies and tracks all service processes.
- **Gains:** Faster resolution, improved communication, and a better experience for students and staff.

Example-Student User

Student User

- **Says:**
“I submitted an IT request last week, but I haven’t received any update yet.”
- **Thinks:**
“If I don’t get this issue fixed soon, it will affect my assignment submission.”
- **Does:**
Keeps checking email and contacts the support desk manually for status updates.
- **Feels:**
Anxious and frustrated due to lack of communication and delayed resolution.
- **Needs:**
A platform where requests can be tracked in real time and resolved quickly.
- **Gains:**
Confidence in institutional support, better time management, and less academic disruption.